

ABSTRACT

Perception of multiple online personas is enabled in an instant messaging communications session. At least two identities within a communications environment to whom messages may be directed are identified. A first persona of a user is enabled to be projected to a first of the identities while a second persona of the same user is enabled to be concurrently projected to a second of the identities. The first and second personas each include an avatar capable of being animated, and the first persona and the second persona differ.

10 40195649.doc